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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/740,753	12/18/2000	Eric J. Park	2042.300	8245

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EXAMINER

BARTUSKA, FRANCIS JOHN

ART UNIT PAPER NUMBER

3627

DATE MAILED: 02/03/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.

09/740,753

Applicant(s)

PARK, ERIC J.

Examiner

F. J. BARTUSKA

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 27 March 2001.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-22 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-22 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☒ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 27 March 2001 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on \_\_\_\_\_ is: a) ☐ approved b) ☐ disapproved by the Examiner.  
If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

## Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).  
\* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).  
a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892) 4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) \_\_\_\_\_ 6) ☐ Other: \_\_\_\_\_

## **DETAILED ACTION**

### ***Claim Rejections - 35 USC § 102***

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. Claims 1, 4, 7 and 21 are rejected under 35 U.S.C. 102(b) as being clearly anticipated by the Cars.com 1999 Press Release. The Cars.com 1999 Press Release discloses an Internet web site that is specific to the automotive market and that has links to financing, insurance, Carfax reports and automotive-related book web sites.

### ***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 2, 3, 5, 6, 8 and 9 are rejected under 35 U.S.C. 103(a) as being unpatentable over the Cars.com 1999 Press Release in view of Lefkowitz. The Cars.com 1999 Press Release discloses all the features of the applicant's claimed invention except it does not disclose that the second level web sites have links to third level E-commerce web sites. Lefkowitz discloses a virtual shopping mall with links between at least three levels of E-commerce web sites to reduce the time and effort expended by consumers in meeting their shopping needs. It would have been obvious to one of ordinary skill in the art in view of the showing and teaching of Lefkowitz to modify the shopping system of the Cars.com 1999 Press Release to have links from the second level of web sites to additional levels of E-commerce web sites to reduce the time and effort expended by consumers in meeting their shopping needs.

5. Claims 10, 13 and 16 are rejected under 35 U.S.C. 103(a) as being unpatentable over the Cars.com 1999 Press Release in view of the Internet.com's Webopedia Press Release. The Cars.com 1999 Press Release discloses all the features of the applicant's claimed invention except it does not disclose that the designator is made up of a category

and a suffix. The Internet.com's Webopedia Press Release discloses a designator, Webopedia, which is made up of a category and a suffix that gives an indication of the web site's subject matter and function. It would have been obvious to one of ordinary skill in the art in view of the showing and teaching of the Internet.com's Webopedia Press Release to modify the designator of the web site of the Cars.com 1999 Press Release to include a category and a suffix to give an indication of the subject matter and function of the web site.

6. Claims 11, 12, 14, 15, 17 and 18 are rejected under 35 U.S.C. 103(a) as being unpatentable over the Cars.com 1999 Press Release in view of Lefkowitz as applied to claim 2 above in further view of the Internet.com's Webopedia Press Release. The Cars.com 1999 Press Release, as modified by Lefkowitz, discloses all the features of the applicant's claimed invention except it does not disclose that the designator is made up of a category and a suffix. The Internet.com's Webopedia Press Release discloses a designator, Webopedia, which is made up of a category and a suffix that gives an indication of the web site's subject matter and function. It would have been obvious to one of

ordinary skill in the art in view of the showing and teaching of the Internet.com's Webopedia Press Release to modify the designator of the web site of the Cars.com 1999 Press Release to include a category and a suffix to give an indication of the subject matter and function of the web site.

7. Claims 19, 20 and 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over the Cars.com 1999 Press Release in view of Lefkowitz. The Cars.com 1999 Press Release discloses all the features of the applicant's claimed invention except it does not disclose multiple web sites arranged in a matrix. Lefkowitz discloses multiple web sites arranged in a matrix that allows each web site to be accessed in a number of different ways. It would have been obvious to one of ordinary skill in the art in view of the showing and teaching of Lefkowitz to modify the system of the Cars.com 1999 Press Release to connect the web sites in a matrix to allow the web sites to be accessed in a number of different ways.

***Claim Rejections - 35 USC § 112***

8. Claim 20 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. This claim is indefinite because there is not proper antecedent basis for "the matrix" in parent claim 10. Claim 20 has been rejected in paragraph 7 above as if it depended from claim 19.

***Specification***

9. The abstract of the disclosure is objected to because it is too long. Correction is required. See MPEP § 608.01(b).

10. The lengthy specification has not been checked to the extent necessary to determine the presence of all possible minor errors. Applicant's cooperation is requested in correcting any errors of which applicant may become aware in the specification.

It is noted that there is an extra copy of the beginning of claim 1 on page 39 of the specification, which should be cancelled.

11. Page 27 of the specification refers to color in the Figure 4a, which does not appear in the drawings submitted March 27, 2001. Correction is required.

### *Conclusion*

12. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Zawadski et al is cited to show the domain tree arrangement. The "Why the splurge on generic domain names?" and "What's in a web name?" publications are cited for the discussions about selecting domain names.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to F. J. BARTUSKA whose telephone number is 703-308-1111. The examiner can normally be reached on MONDAY-FRIDAY (ALTERNATE FRIDAYS OFF).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ROBERT P. OLSZEWSKI can be reached on 703-308-5183. The fax phone numbers for the organization where this



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application or proceeding is assigned are 703-305-7687 for regular communications and 703-305-7687 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-308-1113.

fjb  
January 27, 2003

  
F. J. BARTUSKA  
PRIMARY EXAMINER  
1/27/03